

Communications Committee Subcommittee on Outreach -- Conference Call – 8-05-02

Present on Call : Angel McCormack (chair)
 Dan Clark
 Don Arkeil
 Cyra Cain
 Karen Deike
 Lee Alter
 Pat Murdo (note taker)

Topics:

Weekly/Biweekly Email Update on Web site additions.

Discussion at Communications Committee to provide email update was reaffirmed.

The next WRAP Sheet will include an announcement that Email updates will be going to subscribers to the WRAP Sheet. The subscribers will have an opportunity to unsubscribe before getting the update. Karen will work with Brad and WGA staff to make certain that a separate list-serve is set up for email update subscribers.

Action Items:

- Cyra will put together the email update, including in the subject line a standard format, e.g. WRAP web site update, Month and days covered
- Cyra will list all new additions for the relevant period, so that she does not have to pick and choose which items to list.
- The additions will include a descriptive phrase and the link.
- The email also will include instructions on how to subscribe/unsubscribe from the list-serve.

Discussion followed as to whether there was a need to notify people who receive hard copies of the WRAP Sheet about the addition to the Web site. Faxed versions not needed at this time, pending start-up of faxed versions of the Web site to tribes.

Faxed Versions of WRAP Sheet

Karen will talk with Bill Grantham, Mary Velarde and Bob Gruenig about whether NTEC can do a blast fax, or provide fax numbers. (My notes say that Angel will talk with Mary but I also remember that Karen said she will talk with Bill and Bob. We need this clarified.) The next WRAP Sheet should be out in two weeks, so the system should be set up for faxing them before then. **Action item:** Karen/Angel to talk with NTEC about faxes.

Liaison Functions and How to Provide Outreach to States/Tribes and Forums/Committees

Discussion included whether liaison functions had diminished or not, in light of staff being more involved. Discussion also included whether the Communications Committee would be more effective by being more involved throughout the process (i.e., being better able to work with a group if CommComm members heard commentary from the beginning of an idea). Angel suggested that the WRAP Communications Committee provide a form listing items that Forums/Committees could consider as they prepare for outreach. Dan suggested that Westar and Don Arkeil provide Communications Committee with heads-up about which states are going to need outreach assistance and what their timing will be. For the tribes, Dan suggested that Angel

work with Bob and Bill to address tribal outreach. Both Tom Moore and Lee Alter would provide input on what the TOC and IOC, respectively, anticipate in terms of future outreach needs.

Action item: Dan will ask Pat Cummins and Bill Grantham to send out letters to the Committee and Forum co-chairs, referring to the Communications Committee's offer to help plan and provide outreach on any upcoming public reviews or presentations. The letter also will ask for the co-chairs to provide the Communications Committee with information on the types of presentations/materials (booklets, one-page handouts, videos, etc.) that they envision for their reviews and/or outreach.

Don suggested that communication needs to increase between WRAP and the states/tribes that are working on implementation plans.

Action items: Pat M will continue to make contacts with the SIP writers in the states as she works to increase the email list and also let the SIP writers know that the Communications Committee is ready to help states with information that they might need. Pat will set up a conference call with Angel, Bill Grantham, Bob Gruenig, Mary Velarde, Jay Littlewolf and Lisa Reiner to determine how best to make contact with tribes.

WRAP Staffing

Pat M noted that her new job will keep her busy during the day but that she plans to work on WRAP presentations after hours and try to schedule lunch hours to coincide with conference calls, at least until Montana's once-every-other-year legislative session starts in January. She noted that she probably would not be able to work on the WRAP Sheet due out in Feb-March. Dan suggested contacting tribal representatives to submit articles. **Action Item:** Angel and Pat will talk with Mary Velarde to see if she is interested.

Spanish Translation of Web site

Pat M said that there was no uniformity in comments sent by committee members regarding a free Spanish translation service that WRAP might use for the web site. Members of the subcommittee agreed that we should wait to make any recommendations pending results of the following action items:

- Pat will ask Carl to have his co-worker who speaks Spanish to review the usefulness and accuracy of <http://babelfish/altavista.com>,
- Pat will check with the legality of providing a link to the babelfish/altavista website.
- We will check with Brad to see the number of hits that the Spanish version of the WRAP Sheet gets next month.
- Pat will check to see how much WRAP pays Victor for his translation of the WRAP Sheet.
- We will review the findings at another conference call,

Karen noted that the number of hits on the Spanish version of the WRAP Sheet does not mean that someone is reading the Spanish version.

Date: Tue, 06 Aug 2002 07:27:59 -0600
From: "Dan Clark" DCLARK@state.wy.us
To: bgrantham@ntec.org, pcummins@westgov.org
CC: aarons1231@aol.com, Zemsky.Al@epamail.epa.gov, moore.tom@ev.state.az.us, angelm@nezperce.org, bgruenig@ntec.org, ccain@state.mt.us, darkell@westar.org, kdeike@westgov.org, lalter@westgov.org, pmurdo@yahoo.com
Subject: Request for Letter Related to Communications Committee

Bill/Pat,

In a working group conference call yesterday, I accepted an action to contact you about getting your signatures on an e-mail/letter to key WRAP participants about what the communications committee can do to help move the WRAP process along in coming days.

The genesis of this idea is the transition in the way our Communications Committee Liaison function has evolved in the past year. We no longer have sufficient manpower to assign liaisons to each committee and forum and there is much work being done at the state/tribal level where no liaisons have previously been assigned. As a result of this, we think there are opportunities being missed for the Communications Committee to help get the word out about ongoing WRAP activities. We also believe there will be times in the future when Communications Committee support will be needed and we might not learn about it until fairly late in the game, resulting in surges of activity that result in less than optimum support being provided.

What we propose is a communication from you to all WRAP Co-Chairs and state/tribal entities involved in the WRAP process explaining how the Communications Committee can help get the word out about the work of the WRAP as well as related state/tribal activities (e.g. SIP/TIP development). Our objective will be to get key players in these areas to think in advance about how the Communications Committee can help them and give us advance notice of their needs so we can plan effectively to provide the needed support.

If you agree with this approach, please let me know and I'll draft up a proposed communication for your review and subsequent transmittal.

Dan